



ADVERTISING RATES & SPECS

CANADIAN FIREARMS JOURNAL

Double Full Page

- BLEED -
16.25" x 11"

- TRIM -
16" x 10.75"

- LIVE -
15.75" x 10.5"

Full Page

- BLEED -
8.25" x 11"

- TRIM -
8" x 10.75"

- LIVE -
7.75" x 10.5"

1/2 Page Horizontal

7" x 4.8125"

1/3 Page Vertical

2.25" x 9.875"

1/4 Page Vertical

3.5" x 4.8125"

RATES	1 Distribution	3 Distributions	6 Distributions
DbL. Full Page	\$2,800	\$2,200 / issue	\$1,800 / issue
Full Page	\$1,500	\$1,200 / issue	\$1,000 / issue
1/2 Page Horiz.	\$750	\$600 / issue	\$550 / issue
1/3 Page Vert.	\$500	\$450 / issue	\$400 / issue
1/4 Page Vert.	\$400	\$350 / issue	\$300 / issue

DISTRIBUTION SCHEDULE

Issue	Ad Deadline	To Canada Post
JANUARY/FEBRUARY	December 1	December 15
MARCH/APRIL	February 1	February 15
MAY/JUNE	April 1	April 15
JULY/AUGUST	June 1	June 15
SEPTEMBER/OCTOBER	August 1	August 15
NOVEMBER/DECEMBER	October 1	October 15

**Deadlines and shipping are approximate. Consult with your NFA representative to determine exact dates at the time of booking.*

ACCEPTABLE FILE FORMATS

- PDF X1a with bleed (if applicable) + trim marks
 - Adobe InDesign file (.indd) + all high-resolution images & fonts
 - Adobe Illustrator file (.ai, .eps) + all high-resolution images, fonts outlined
- **file templates available upon request****

GRAPHICS

- All images must be at 300dpi or higher at 100% of their layout size
- All files must be provided in CMYK color mode
(No RGB/Pantone/Spot colors)

ACCEPTABLE MEDIA

- Email or File Transfer service (Yousendit, Wetransfer)
 - CD-ROM or DVD-ROM
 - USB key or external hard drive (Formatted for Macintosh)
- **All ads must be accompanied by printed or digital proofs****